PRD - Johan

MVP

Interface	Desktop web, m-web
Language	Bahasa Indonesia, embedded auto-translate feature
Currency	IDR
Payment Method	Anything available in Xendit
CS	Help Centre, Email form, Chat
Data tracking & reporting	Transaction report downloadable Google analytics

Product Specification

FRONT END - USER

Home

Scope	Content	Remarks
Homepage Banner	• Clickable, scrollable banner	**Dynamics between desktop & m-web**
Search bar		Search coverage: • Course title • Course description • Instructor • Topics, tags & categories
Categories	• Categories with icon	• Categories (clickable, to categories page)D • Dropdown to Sub-Categories (clickable, to sub-categories page)
Contents	• Contents such as USP, testimonies, featured, etc	
Featured Products	• Selected featured Products to be displayed	

User

Scope	Content	Remarks
Profile	• Personal Data • Name, Headline, Description, Links, Photo	• Users can set their personal datas (such as name, email, phone number, etc)
Transaction	• Courses (purchase history) • Store credits / Voucher redemption	• Connect w/ payment gateway • Current credits, with redemption explanation
Communication	Notifications: • Message direct message, discussion	

Categories (Collections page)

Scope	Content	Remarks
Category Page	• Sub Category • Courses	**Course displays:** • Title • Description • Instructor • Price • Ratings • Spec: Hours, Sections, Suitability
Popular Courses		Curated of most interesting classes

		Curated of most interesting instructor
Popular Instructor		

Features	• Sort
	   • Price
	   • Popularity
	   • Date added
	• Filter
	   • Ratings
	   • Durations
	   • Categories
	   • Suitability (all level, beginners, intermediate, expert)
	   • Sub-categories
	   • Language
	   • Subtitles
		Filter & Sort feature to be displayed on top left

Course (Product Page)

Scope	Content	Remarks

Preview	• Preview Video
	• Course Details
	   • Title
	   • Description
	   • Categories, Sub-categories
	   • Instructor
	      • Clickable to Instructor Page
	   • Ratings
	      • Clickable to review page
	   • Spec: Hours, Sections, Suitability
	   • Delivery Method	

Navigation Button	• Price • ATC • Wishlist • Share • Voucher	

Course Syllabus	• Course Content
	   • such as: outcome, recommended for, etc..
	• Syllabus
	   • Topic
	      • Clickable to stream video
	   • Duration
	• Instruction Profile Box
		Course content open content, to be filled up by instructor

Cart & Checkout

Scope	Content	Remarks

Cart	• Course
	   • Details
	   • Price
	• Total price	

Checkout	• Sign up Page
	   • Sign up
	   • Sign in with google etc
	• Checkout info
	   • Email
	   • Name
	   • Address, City, Province, Postal Code
	   • Whatsapp Number
		• Address remarks "collecting your address just in case for shipment for hard-copy certificate (if applicable), or physical learning-kit is required)

Payment	• Payment page • Feature to apply payment fee for certain payment methods	

Marketing

Scope	Content	Remarks

Coupon	• Discount in % or IDR value
	  • with maximum IDR xxx
	• Coupon applicable for
	  • group of customers or all
	  • group of products or all
	  • group of categories or all
	• Coupon validity	

Harga Coret	• Harga coret • Time deadline	• Address remarks "collecting your address just in case for shipment for hard-copy certificate (if applicable), or physical learning-kit is required)
SEO		
Installations	**Facebook Pixel** **Google tag, analytics** **Tiktok pixel**	

Customer Service & Help Center

Scope	Content	Remarks
Help Centre Page	• Classifiable into topics	**https://support.udemy.com/hc/en-us?admitad_uid=9a62e87845a6b7e8aff885a8aac028b5&deal_code=&publisher_id=442763&utm_campaign=Admitad-default&utm_content=Textlink&utm_medium=udemyads&utm_source=aff-campaign&utm_term=Homepage&website_id=541539**

Email integration	• No reply email
	  • Issuance email
	  • Newsletter
	• Support email
	  • customer service	

Email content	• Template • Autoreply	
Chat		**Contemplating between:** • intercom • whatsapp business api • any other inputs possible

Pages

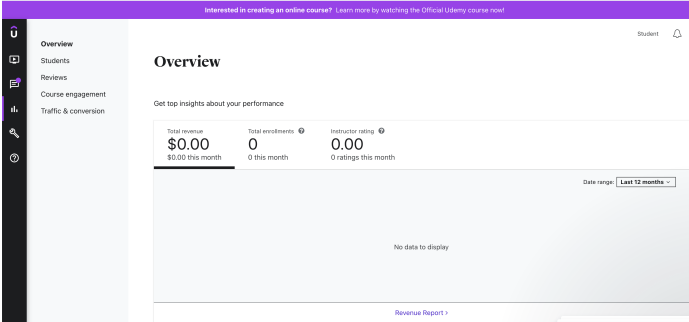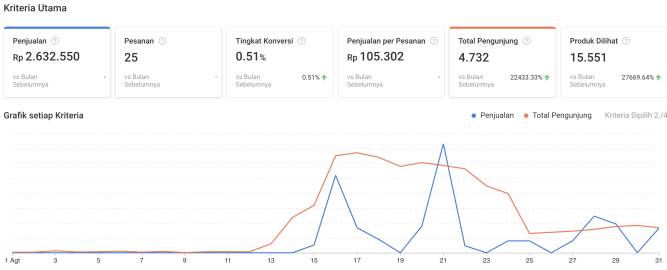| Scope	Content	Remarks
Blog		

FRONT END - INSTRUCTOR

Courses

Scope	Content	Remarks

Add new course	**Details:**
	
	- Course details
	- Category & sub-category
	- Intended learners:
	  - Course objectives
	  - Requirement & pre-requisites
	  - Courses intended for
	- Create content:
	  - Upload videos
	  - Curriculum
	  - Supporting resources
	- Course page:
	  - Course title & subtitle
	  - Course descriptiono
	  - Basic info
	    - Language
	    - Level
	    - Cat & subcat
	  - Course image
	  - Course promotional video
	  - Instructor profile	

Edit / manage existing course	**Same as intended learner, create content and course page, as above.**	

Communication

Scope	Content	Remarks
Messages		**Chat-style, private message / emails with sorts**
Notifications		

Performance

Scope	Content	Remarks
Overview		
Reviews	**Course Review**	
Performance	**Displaying data of:** **Key Performance** - Course views - Profile visit - Course enrollment - Course revenue - Conversion Rate - Revenue per enrollment	

Reference

Global: Udemy, Domestika

Local: Arkademi, Maubelajarapa